



Double Arch at Devils Garden, Arches National Park



**Utah Governor's Office of
Economic Development**

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\$2.3 Million Co-op Project Slate Announced By Board

Members of the Utah Board of Tourism Development have approved over \$2.3 million in funding from Utah's Cooperative Marketing program. The board approved 52 of the 60 applications submitted to the Utah Office of Tourism by non-profit tourism entities in 19 counties, including county tourism offices, convention and visitors bureaus, festivals and museums.

"The Cooperative Marketing program has allowed us to expand the Utah 'Life Elevated' brand to more out-of-state visitors in additional markets," said Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor's Office of Economic Development. "The program is now in its fourth year and sixth round of funding, and we're thrilled that we have been able to provide advertising monies to all but two of Utah's 29 counties."

see CO-OP, page 2 >>

INSIDE

SLC - Paris Flying High

New Delta nonstop keeps pace with existing international routes

New PR Agency To Extend Market Reach

New York firm to reinforce existing domestic advertising & marketing efforts

Utah Initiative Saves Energy / Taxpayer \$\$

Four-day work week to save millions in heating / AC and commuter costs

From The Managing Director

Summer is winding down. Despite a slowing economy and high gas prices, there have been many reports from around the state that business has been strong. Despite visitation to National Parks trending downward nationally, Utah's numbers are up, while visitation from France, Germany, the UK and other countries continues to increase.

Our partners at the Salt Lake CVB and Meet in Utah, produced an Academy Award® winning luncheon in Las Vegas on Tuesday, August 12th. The Meeting Professionals International luncheon, hosted by Utah, was attended by 2,700 meeting planners from around the world; and Utah showcased the many beautiful locales, accessible to visitors coming to Utah for meetings, through the use of multi-media

Leigh von der Esch

images and movie clips. UOT was pleased to partner with SLCVB and provided \$250,000 from the Tourism Marketing Performance Fund to promote Utah at this prestigious event. We look forward to the MPI convention coming to the state in 2009. Kudos to Scott Beck and the MPI Planning Committee.

Finally, included in this issue is a recap of the Cooperative Marketing funding applications that were approved at the UOT Board Meeting in Cedar City on August 7th. Thanks to board members Hans Fuegi, Pam Hilton, John Holland, Frank Jones, Georgie Knudson; and to Cooperative Marketing manager, Kelly Day for all the hard work.

Please join us at our monthly UOT Board meetings held around the state. We appreciate working with you!



Salt Lake's hosting of the MPI luncheon featured the car used in filming *Thelma & Louise*



"Visit Salt Lake" adorns the main ballroom of the MPI Conference, Las Vegas

Utah Breaks Ground on \$100 Million Museum

New Utah Museum of Natural History set as trailhead for statewide exploration

On July 29, 2008, over 600 enthusiasts from around the state gathered at the Salt Lake City foothills museum site to celebrate the groundbreaking of the new Utah Museum of Natural

History at the Rio Tinto Center. The new world-class museum building will house over 1.2 million natural history objects, engage visitors of all ages, and showcase Utah's natural assets to the world.

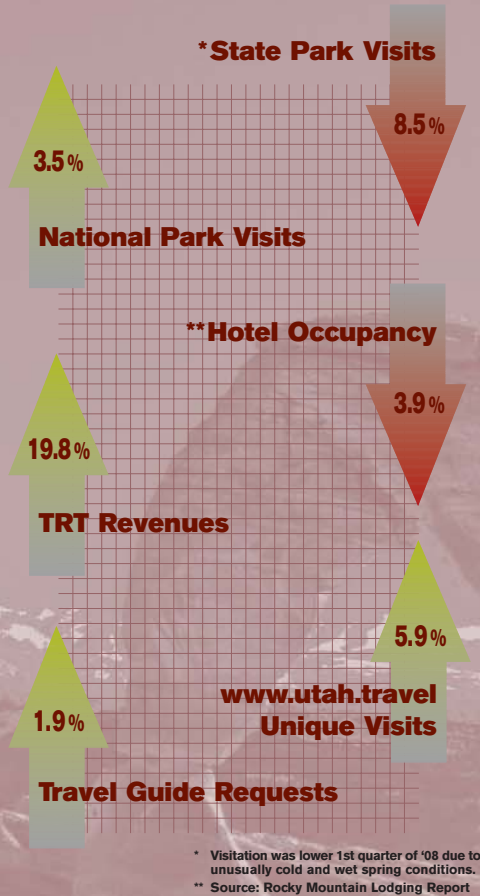


see MUSEUM, page 3 >>

Architectural rendering of the upcoming Utah Museum of Natural History

Industry Snapshot:

Utah Statewide YTD June '08 Percent Change Over '07



CALENDAR

| Date | Event |
|-------------|--|
| 9/6-8/08 | Japan LA Sales Mission |
| 9/3/08 | Addison Vancouver |
| 9/5/08 | Addison Victoria |
| 9/6-14/08 | German Sales Mission |
| 9/8/08 | Addison Calgary |
| 9/9/08 | Addison Edmonton |
| 9/13-14/08 | Adventure Show - Seattle |
| 9/16-19/08 | Top Resa - Paris |
| 9/23-25/08 | IT & ME - Chicago |
| 9/29/08 | Addison Toronto |
| 9/29/08 | Discover America Day - Toronto |
| 10/2/08 | Addison Montreal |
| 10/22-25/08 | ITB Asia - Singapore |
| 10/26-29/08 | Korean Sales Mission |
| 10/22-25/08 | ABAV - Fair of the Americas - Brazil |
| TBD | French Visit USA Consumer Shows |
| 11/20-23/08 | Chinese International Travel Market (CITM) |
| 11/15-19/08 | National Tour Association (NTA) |
| 11/10-13/08 | World Travel Market - London |
| 11/14-20/09 | UK Sales Mission |
| 1/7-12/09 | American Bus Association Conference |
| 1/26-27/08 | Adventure Show - Chicago |
| 1/26-29/09 | Go West |
| February | ExpoVacaciones & Sales Calls |
| 2/6-8/09 | New York Times Travel Show |
| 2/14-15/09 | Adventure Show - Long Beach |
| 2/21-22/09 | Adventure Show - Washington, D.C. |
| 3/11-15/09 | ITB |
| 3/16-21/09 | Paris Sales Mission |
| 5/13-15/09 | Utah Tourism Conference - Layton |
| 5/16-20/09 | Pow Wow |

CO-OP from 1

The UOT Board designated \$221,576 of the remaining co-op money for Special Marketing Opportunity funding. Applicants who did not reach their \$250,000 co-op limit during the regular funding round this year may apply for up to \$50,000 of special opportunity funding. Forms are available online at

travel.utah.gov/cooperative_mktg.

The Board also set aside \$100,000 of the remaining co-op money for a potential Madden insert or similar project. For more information about the Cooperative Marketing Program, please contact Kelly Day at 801.538.1727.

Awarded Projects

| Agency | \$\$ |
|--|-----------|
| Alta Visitors Bureau | \$37,500 |
| Bear River AOG | \$9,500 |
| Bed & Breakfast Inns of Utah | \$4,000 |
| Box Elder County Tourism Office | \$12,925 |
| Cache Valley Visitors Bureau | \$14,385 |
| Cache Valley Visitors Bureau | \$46,632 |
| Canyonlands Field Institute | \$1,200 |
| Carbon County Travel Bureau | \$2,500 |
| Cedar City/Brian Head Tourism Bureau | \$55,883 |
| College of Eastern Utah Prehistoric Museum | \$19,858 |
| Davis County CVB | \$53,828 |
| Emery County Travel Bureau | \$12,458 |
| Envision Escalante | \$5,347 |
| Foothill Cultural District | \$6,000 |
| Garfield County Office of Tourism | \$39,015 |
| Heber Valley Chamber CVB (Fly Fishing) | \$15,000 |
| Heber Valley Chamber/CVB | \$8,500 |
| Heber Valley Chamber/CVB (Winter activities) | \$25,000 |
| Moab Area Travel Council | \$240,000 |
| Moab Area Travel Council | \$24,832 |
| Moab Folk Festival | \$13,000 |
| Moab Music Festival | \$15,000 |
| Ogden Valley Bus. Assoc. | \$7,500 |
| Ogden Weber CVB | \$2,000 |
| Ogden Weber CVB (Ogden Adventure Pass) | \$5,000 |
| Ogden Weber CVB | \$21,475 |

| Agency | \$\$ |
|---|--------------|
| Park City CVB | \$250,000 |
| Park City Performing Arts Foundation | \$121,525 |
| Round River Conservation Studies | \$4,200 |
| Salt Lake CVB (Meet in Utah) | \$48,300 |
| Salt Lake CVB (Ski Salt Lake) | \$142,500 |
| Salt Lake CVB (Stay & Play) | \$15,000 |
| San Juan Visitors Bureau (Radio project) | \$47,500 |
| San Juan Visitors Bureau (Trade Shows) | \$15,213 |
| San Juan Visitors Bureau (Web translation) | \$4,414 |
| Sanpete County Travel & Heritage Council | \$5,500 |
| Ski Utah | \$250,000 |
| St. George Area CVB | \$150,000 |
| Sunparks, Inc. | \$49,998 |
| Thanksgiving Point | \$58,863 |
| The Leonardo | \$25,000 |
| Tooele County | \$66,118 |
| Town of Springdale | \$7,000 |
| Tuacahn Center for the Arts | \$50,000 |
| Utah Festival Opera Company | \$65,000 |
| Utah Museum of Natural History | \$19,000 |
| Utah Shakespearean Festival | \$112,183 |
| Utah Valley CVB | \$76,300 |
| Utah Valley CVB | \$6,645 |
| Wasatch Western Heritage(Heber Cowboy Poetry) | \$15,000 |
| Wayne County Travel Council | \$33,168 |
| Total | \$ 2,336,762 |

UOT Selects Acclaimed Public Relations Agency To Augment Domestic Marketing

Existing clients include the State of New York; Atlantic City, NJ; Palm Beach, FL; and Providence, RI

The Utah Office of Tourism has selected a public relations firm in order to increase national media exposure for Utah's tourism product, and to further enhance the state's image as a top-tier travel destination. A selection committee awarded the contract to Lou Hammond and Associates of New York City through the bidding process established by the Utah Division of Purchasing and General Services. The contract will support the state's advertising and marketing efforts with Struck, a Salt Lake City-based advertising agency. Funding for the public relations program will come from the state's Tourism Marketing Performance Fund.

"This is a great opportunity to complement our state's advertising efforts via proactive and targeted media pitching, press visits, and events," said Leigh von der Esch, managing director of the Utah Office of Tourism. "This will definitely maximize our marketing dollars and increase the reach of the 'Life Elevated' brand into niche markets."

Lou Hammond and Associates (LH&A) is a full-service public relations company specializing in com-

munications and marketing outreach for premium brands in the travel and tourism industry. "Representing Utah is an honor and a privilege," said Lou Rena Hammond, chairman and founder of LH&A. "Having grown up in the West, I have tremendous respect and love for the region and look forward to supporting the state's marketing goals."

In March 2008, LH&A won 16 awards - more than any other organization - at the Hospitality Sales & Marketing Association International's prestigious Adrian Awards. The travel PR agency has produced award-winning public relations and marketing communications programs for destinations, airlines, hotels/resorts, spas, and cruise lines worldwide.

Other LH&A destination travel clients include: Atlantic City, NJ CVA; Palm Beach County, FL CVB; Pocono Mountains, PA Visitors Bureau; Norfolk, VA CVB; Charleston Area, SC CVB; and the Providence, RI Tourism Council. The firm also recently re-launched the iconic "I Love NY" campaign on behalf of the Empire State Development Corporation as part of its ongoing representation of the State of New York.

The Rio Tinto Center will be built to LEED-certified building standards and adorned with about 42,000 square feet of copper on the building's exterior. A \$15 million donation from Kennecott Utah Copper includes copper mined from Kennecott's Bingham Canyon Mine.

The design for the new museum, created by Polshek Partnership, embodies the Museum's educational and scientific mission to inspire wonder and discovery of the natural world and the place of humans in it. The Museum will be the "trailhead" for the State of Utah. The architecture, together with the collections housed within, will create an inspirational

visitor experience and encourage curiosity and inquiry.

"The design team has created a building that is certain to inspire, excite and educate the community and its visitors about the natural world," says Sarah George, UMNH executive director. "With the new design, people will be able to connect with the wild lands backed up against the heritage preserve, the valley, the basin, and the Rockies"

Preparation work for the construction of the new museum began July 10, 2008 and involves widening of the south lane of Wakara Way, installation of a temporary construction fence, and temporary rerouting of the on-site Bonneville Shoreline trails.



Governor Huntsman and officials from Kennecott Utah Copper, the Eccles Family Trusts and the UMNH celebrate the groundbreaking



The interiorscape will feature a grand main lobby and take advantage of sweeping views of the Salt Lake Valley

SLC-Paris Delta Nonstop Flight Is A Hit

Advance bookings tracking similarly to other Paris flights

It has been two months since Delta Air Lines introduced its first nonstop flight from Salt Lake City to Paris. And despite record lows in the airline industry, Delta considers this new flight a success. According to Jeanene Wilson, Delta's Salt Lake City regional manager, this success is driven by the partnership between Delta, Salt Lake City Airport, and the Utah Office of Tourism.

Since its inception in early June, the route has consistently been filled to 80% plus capacity. This traffic strength is due to strong connectivity in both SLC and

Paris-CDG (Charles de Gaulle). Demand in the airline industry is low thanks to a bumpy economy and rising jet fuel prices that have risen 83.6% in the last year.

Starting October 1, 2008, the nonstop Paris flight will be cut down to four days a week from its introductory daily flight schedule. Wilson noted that fall and winter performance will be critical to the year-round success of this market, and marketing support will help generate awareness of this new flight. Advance bookings are currently tracking similarly to other Delta CDG markets for the fall.

State Agencies Move To Four-Day Work Week

In a bid to help Utah reach its goal of reducing energy use 20% by 2015, Utah became the first state to implement a four-day work week for most state agencies, joining local governments across the nation that are altering schedules to save money, energy and resources. The change will allow state government to reduce its carbon footprint, increase energy efficiency, improve customer service, and provide workers more flexibility.

"The reaction (from the public) has been very much a willingness to give this a go," remarked

Governor Huntsman.

Affecting nearly 17,000 employees or 80% of the state workforce, state offices will increase their hours of operation Monday through Thursday, running from 7 a.m.- 6 p.m., with more than 800 state services available online.

The new schedule took effect Aug. 4. Beyond the energy and financial implications, the four-day work week is a quality-of-life issue for many. It is expected that this action will make Utah more competitive in luring talent.

Need state agency help on Friday? Call 801.538.1808.

Thank You, Nan

Tourism promotion in Utah would be a shadow of its present self save for the work, dedication and vision of one individual: Nan Groves Anderson. Since moving to Utah in 1985, Nan has served as vice president of marketing and sales for Western Leisure and director of tourism for the Salt Lake Convention and Visitor's Bureau. In 2008, *Utah Business Magazine* named her one of "30 Women to Watch." In her most recent role as executive director of the Utah Tourism Industry Coalition (UTIC), Nan has played a vital role in uniting the state's many tourism agencies and businesses by helping them work together toward a common goal of promoting Utah to an international market.

In 2004, the Utah Travel Council (now UOT) had a marketing budget of about \$900,000, one of the smallest in the nation. Nan worked with key legislators, the tourism industry, lobbyists and the Travel Council (UOT) to create a performance-based funding mechanism with no tax increase. She brought the industry together in support of the Tourism Marketing Performance Fund, which grows as the industry generates increased tax revenue for the state.

"Had it not been for her tireless devotion to the cause of increasing statewide tourism promotion funding, we simply would not be where we are today," remarked Leigh von der Esch, managing director of UOT. "Utah has been able to capitalize on an annual marketing budget averaging \$11 million over the past three years, and all tourism indicators have increased exponentially as a result. Much credit needs to be given to the Utah Legislature, Governor Huntsman and Nan Anderson for raising the bar."

After more than six years of service, Nan is bidding farewell to UTIC to pursue new ambitions. But her life will remain busy as ever as she assumes a position as executive director of the Entrada Institute, which promotes art and community along the Colorado Plateau.

Dave Williams, UOT deputy director overseeing marketing promotion, worked closely with Nan in securing the increased funding: "Nan's dedication and hard work will be missed, along with her sense of humor. She played a major role in bringing the Utah tourism industry to new levels of collaboration and success, and we are grateful for her efforts. Her impact on the industry will be felt for many years to come."

She and her husband, James, will continue to operate their beloved Bicknell International Film Festival every July 24 weekend.

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UOT Welcomes New Board Member

The Utah Senate recently confirmed the gubernatorial appointment of John Holland to the Utah Board of Tourism Development. Making his hometown in Tropic, Holland represents Garfield, Kane, Wayne, Piute and San Juan counties. Holland serves as the Byway Coordinator for Scenic Byway 12, Utah's only All-American Road. He replaces Bob Syrett who passed away in December.

"John will be a great asset to the board with his passion for heritage tourism and knowledge of Utah's scenic byways," remarked Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor's Office of Economic Development.

Holland is looking forward to working with the tourism board that oversees the state's \$11 million advertising budget. "We have a great collection of byways that offer diversity of recreational and travel opportunities," noted Holland. "I love that Utah's byway program really helped the national program get started."

Holland is co-owner of the Bryce Valley KOA Campground in Cannonville, located near Bryce Canyon National Park.



Utah Tourism Hall of Fame 2008 Inductees

Three pioneers of Utah's tourism industry were honored at the closing luncheon of the 2008 Utah Tourism Conference in May. The three inductees of Utah's Tourism Hall of Fame included: Richard D. "Dick" Bass, owner and chairman of Snowbird Ski and Summer Resort; Rick Davis, past president and CEO of the Salt Lake Convention and Visitors Bureau; and Bob Syrett, a third-generation owner of Ruby's Inn at Bryce Canyon, who was honored posthumously.

Recipients of the Hall of Fame award are recognized for outstanding service in furthering the tourism industry in Utah.

Nominations are currently being accepted for the 2009 Tourism Hall of Fame. Contact Diane Wilson, 801-538-1312, dianew@utah.gov.



Rick Davis

Dick Bass

Bob Syrett

Summer 2008 Newsletter of the Utah Office of Tourism

Utah News Clips

| | |
|------------------------------|---|
| Golf Vacation Insider | Park City, Utah Golf Courses Not Just For the Rich and Famous (July 8) |
| Marketwatch.com | Green Valley Spa Helps Guests Forget About Rising Fuel Costs With Two-For-One Special |
| MSN.careerbuilder.com | Utah ranks 5th for finding jobs |
| Forbes Magazine | Forbes Magazine ranks Utah #2 state for business for the second consecutive year |
| Outside Magazine | Ogden ranks #3 best reinvented city for life in the outdoors |

International Update

With the recent tourism memorandum between China and the US, UOT is seeing increased interest in travel development by Chinese tour operators. Swan International Tours of Beijing, in conjunction with Utah-based Western Leisure, began a series of tours this summer promoting Salt Lake City as the gateway to Yellowstone.



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